

### **Abstract of the Disclosure**

In order to facilitate the display and support of a product such as a gift bag for selection and purchase by a consumer, a product display and support carton includes a display box and an opposed pair of dividers. The display box is defined by  
5 a bottom panel and an upwardly extending wall panel which together form a product carrying enclosure. The display box has an open top defined by a top wall panel edge disposed opposite the bottom panel. The product carrying enclosure defined by the bottom panel and wall panel is inclined at an angle to the vertical when the bottom panel is on a horizontal surface. With this arrangement, an opposed pair of dividers  
10 extends upwardly from opposite sides of the wall panel into the product carrying enclosure toward one another to define at least two separate product receiving compartments.